

ORDER



Orders	Order / Rev:	197156
	Alt Order #:	06839738
	Product Desc:	8/14-8/20 PAUL HIRSHCBIEL
	Estimate:	1553
	Flight Dates:	08/14/12 - 08/20/12
	Original Date / Rev:	08/08/12 / 08/08/12
	Order Type:	REG

	WVBT
Primary AE:	Petry Philadelphia
Sales Office:	P-PHI
Sales Region:	Nat

Agency	Name:	Greer Margolis & Mitchell
	Buying Contact:	
	Billing Contact:	
		1010 Wisconsin Avenue Northwest
		Washington, DC 20007

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	POL/Hirschbiel for Congress (D)
	Demographic:	A35+
	Product Codes:	PL1
	Priority:	P1
	Revenue Codes:	AGY, POL, POL-CAND

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	IN117/SP159/AL1336

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/20/12	17	\$5,525.00	\$4,696.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	17	\$5,525.00	\$4,696.25	0.00
Totals	17	\$5,525.00	\$4,696.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WVBT	7%	\$5,525.00
Market	100%	\$78,928.57

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	34%	\$26,835.71
WGNT	0%	\$0.00
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	23%	\$18,153.57
WTVZ	2%	\$1,578.57
WVEC	34%	\$26,835.71

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	08/14/12	08/17/12	M-F 9-10a The Nate Berkus Show	CM	9-10a	- TWTF - -	:30	1	\$75.00	P2	0.00	NM	1	\$75.00
NATE BERKUS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	08/13/12	08/19/12	- TWTF - -		1		\$75.00		0.00					
E 2	WVBT	08/14/12	08/17/12	M-F 10-11a Millionaire	CM	10-11a	- TWTF - -	:30	2	\$75.00	P2	0.00	NM	2	\$150.00

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 Flight Dates: 08/14/12 - 08/20/12

Advertiser: POL/Hirschbiel for Congress (D)
 Product Desc: 8/14-8/20 PAUL HIRSHCBIEL
 Estimate: 1553

WVBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 15	WVBT	08/14/12	08/17/12	M-F 12-1p America's Court	CM	12-1p	- TWTF - -	:30	1	\$100.00	P1	0.00	NM	1	\$100.00
AMERICA'S COURT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	- TWTF - -		1		\$100.00		0.00					
E 16	WVBT	08/20/12	08/20/12	M-F 12-1p America's Court	CM	12-1p	M- - - - -	:30	1	\$100.00	P1	0.00	NM	1	\$100.00
AMERICA'S COURT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/20/12	08/26/12	M- - - - -		1		\$100.00		0.00					
N 17	WVBT	08/18/12	08/18/12	Sat Hour 1 Sa 8-9p	CM	8-9p	- - - - - S-	:30	1	\$600.00	P2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	- - - - - S-		1		\$600.00		0.00					
													Totals	17	\$5,525.00